

mygotostack

Affiliate Guide

*my*gotostack.com

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What is Affiliate Marketing?

Affiliate Marketing is a type of marketing where companies pay commissions to other companies or individuals for promoting their products or services.

Companies (like **mygotostack**) provide their affiliates (you) with unique affiliate codes or links, which they can share with others. Anytime someone makes a purchase using your affiliate code or link, the sale is attributed to you, and you are paid a commission.



What tools will you provide me?

You're not on your own. By becoming an affiliate you will gain access to our affiliate marketing materials and advertising templates, for email and social media. As an affiliate, you can think of yourself as our brand ambassador. We want all our affiliates to be as successful as possible and will work with you to that end. When you win we win, and the more we win, the more we can offer you to help you increase your referrals!



Outline:

Application Process

Q: I would like to be a part of your affiliate program. Where can I sign up?

A: Head <u>here</u> to sign up for the affiliate program.

Q: I have applied to the program. When will I get an answer?

A: We review each and every application, so there is no need to follow up on your status. Please be patient



Q: Do I have to use **mygotostack** products?

As No, but the more familiar you are with our supplements, the easier it will be to promote them. As you'll learn through promoting our prod ucts, the quality and purity of our ingredients set us apart from other leading supplements on the market. For example, most Vitamin D3 supplements on the market use irradiated, chemically processed wool grease. They call it lanolin; sounds innocuous right? We only source our Vitamin D3 from hand-harvested lichen.

Our founder, Dr. Syed Haider, looked at the market and saw that the products that are being very widely sold have some significant weak nesses. For example, quercetin, zinc, and Vit D3 are the cornerstone of most immunity formulations, but quercetin by itself is very poorly absorbed. So he added bromelain, which significantly increases querce tin absorption. Vitamin D3 promotes the absorption of calcium -- but unless you also add the right form of Vitamin K2, that calcium can be deposited in the arteries and kidneys! So we added MK-7, the most bioavailable form of K2, which directs the calcium to your bones.



Affiliate Tools



Q: Where can I get your awesome images, logos, and banners?

A: Head to your <u>affiliate dashboard</u> and download the marketing kit there.



Q: Where do I get my affiliate link?

A: Head to your <u>affiliate dashboard</u> and use the affiliate link generator for your custom campaigns.



Q: Can I get a discount code to help motivate my crowd to buy **mygotostack** supplements?

As All our affiliates receive a discount code they can share with their friends, family, subscribers, followers, etc. This code is good for 5% off any purchase. (excluding subscriptions) To keep it a fair game amongst the affiliates, we avoid generating extra discount codes for individual affiliates. 5% is the max.

Payday



Q: I made a referral! Can I get paid, please?

A: Payouts occur one month after purchase (e.g if a purchase was made on January 1st, the affiliate will be paid on February 1st).





Affiliate Program Agreement

These are the terms and conditions for joining our Affiliate Program. The terms of this agreement are subject to change without prior notice, but we will try to notify you of such changes in advance.



1. Applying for our program

You are applying for our Affiliate program right now. We reserve the right to decline or remove enrollment from our program at our discretion. As soon as your application is accepted, you can start sharing your affiliate link and earning affiliate commissions.

2. Affiliate commissions

Your affiliate dashboard is unique to you. It contains everything you'll need to promote our site and our product, including:

- ◆ Your affiliate link,
- One-click sharing to social media,
- And more sharing resources.

You can also access your affiliate dashboard by downloading the affiliate dashboard by LeadDyno app to your iPhone or Android smartphone.

As you send traffic to our website via your affiliate link, you will receive credit for each unique visitor, opt-in (email address), and purchase you send our way. Your progress for each referral category will be reflected in real-time on your affiliate dashboard.

Each link we provide has an Affiliate ID attached. We can't track your sales and traffic without you posting the full URL, so please be sure to use your affiliate link. Our social sharing shortcuts have your affiliate link embedded in their posts.

When a prospect visits our site from your affiliate link, we can register their purchase (if/when they make one) and credit the sale to you. As your referrals generate sales, you will earn affiliate commissions. Please contact our affiliate manager for the most up-to-date commission percentages.

3. Restrictions

Please use only the official logos and branding media we provide to our affiliates

4. Disclosures

The Federal Trade Commission (FTC) has endorsement rules in place for affiliate marketing. In short, they want you to disclose that you have a business relationship with us when you promote and post your link.

You can read the full FTC rules about affiliate marketing here.

When posting or sharing your link, you should make it known to your readers and followers that you will receive compensation if they buy a product via your link. This declaration should be clear and conspicuous (and reiterated as needed).

Again, you can read the FTC rules (and their quick FAQ) here



5. Terminations

We can end this relationship at any time, and so can you. This affiliate agreement has been designed to ensure the highest quality relationship between **mygotodoc** and our affiliates. Hopefully, we have demonstrated our obligations to you to become a highly successful Affiliate.



Dos and Don'ts



Oo write about **mygotostack** in blogs and articles

O create educational and entertaining video tutorials

O place **mygotostack** logos & banners on websites

O Do send your affiliate link to email subscribers

On't Use Your affiliate link on coupon or discount websites

Onn't falsely advertise **mygotostack** in any manner

Don't modify our logos or banners

Oon't use your affiliate link for your own purchases

Don't offer unofficial discounts or coupon codes



mygotodoc BRAND GUIDE



FONTS

Montserrat Thin

Montserrat Light Italic

Montserrat Regular

Montserrat Medium

Montserrat Semibold

Montserrat Bold

Montserrat Bold Italic

Montserrat Extra Bold



★ When possible, for all the text use #332970, otherwise black



BRAND COLORS

PRIMARY COLORS





LIGHT BLUE

#A4C8EB

DARK BLUE #28569A

R: 40 R: 164
G: 86 G: 200
B: 154 B: 235
C: 91% C:40%
M: 67% M:13%
Y: 9% Y:0%
K: 1% K:0%

ACCENT COLORS





ACCENT COLOR 2

#332970

#DCF7FC

R: 51 G: 41 B: 112

C:16% M:0% Y:4%

K:0%

R: 220

G: 247

B: 252

C:98% M:98% Y:20% K:8%

Correct Use

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Light Background



Dark Background



by Dr. Syed Haider

Logo + Signature



Correct Use



Use the B/W version on lighter colored image backgrounds



Use the color or white version on darker colored image backgrounds

Incorrect Use



Never place the full color logo on similar blue or equivalent background.



Do not use white logo on photographic background that does not create enough contrast for the logo to stand out.



Incorrect Use





IMPORTANT BRAND POINTS

Correct Use of brand name in text

mygotodoc

- · All lower case
- · Bold
- · Italicize the first two letters

Where you cannot write in bold and italics, just write it in lowercase (example: email subject lines, our Slack company name)

Incorrect Use of brand name in text

MyGotoDoc, Mygotodoc

mygotodoc might even be the first word in the sentence -- still, don't capitalize it.

Font size

- Keep a minimum # of font sizes in any one design / document / image
- · Headline size 1, Everything else size 2

